

# GREEN RIDER

## ACTORS ONE PAGER

Our biggest role yet: a cleaner, greener, fairer industry

### WHY... do we need the Green Rider campaign?

The average blockbuster creates more pollution than Dominica does in a fortnight. The good news is we know what the solutions are and we all have a part to play.

Green Rider is a movement of actors shifting our industry towards a healthier way of working. By collaborating with producers & crew, we've helped cut pollution by up to 80% on *The Capture*, *Wolf Hall*, *Gangs of London* and many more. Check out our [sizzle reel](#) and [pilot report](#).

### WHAT... are the biggest hitters?

1. **Travel** accounts for 50% of production emissions. Taking the train can be 90% less polluting than flying by plane.
2. **Energy:** Getting production to replace diesel with faster, quieter fuels like vegetable oil & grid power can reduce pollution by over 80%.
3. **Food:** A beef-free menu can cut food emissions by over 30%.
4. **Communication:** A cross-department green team encourages problem-solving and creates community.

### HOW... can I get involved?

- **Download the Green Rider Handshake.** This template lays out the actions you can take and what you ask of production in return. It's not a contract, but an invitation to start dialogue. You can adjust it to your circumstances and change the Handshake from job to job.
- **Send the Handshake to your agent** and have a chat about how you'll use it in your dealmaking. Don't be dissuaded if you can't do everything! The aim is progress, not purity. (*Don't have an agent, or feel you can't have this conversation? [Contact us](#) for support*)
- **Communicate with production.** Ask to speak to the sustainability lead on your job as soon as possible and offer your support. Most productions have climate goals and will really appreciate cast involvement.
- **Sign up to the Green Rider campaign** to attend events, connect with our community, and find further ways to take action.

